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Mr. Don Sculta, Veisheathon Chairman  
Veisheathon, Inc., Memorial Union  
Iowa State College  
Ames, Iowa

Dear Mr. Sculta:

Thank you very much for your letter of  
22 January inviting me to speak and be the  
parade marshall at the student directed festival,  
Veisheathon, to be held at Iowa State University  
on 5 to 7 May.

Much as I am genuinely honored by your kind  
invitation, I sincerely regret that I will be  
unable to accept. Because of my many official  
commitments and heavy work schedule, I have  
made it a policy to try to keep my outside  
speaking engagements to a minimum. Unfortunately,  
I cannot make an additional commitment at this time.

Your courtesy in asking me to join you on  
this particular occasion is indeed appreciated  
and I would like to take this opportunity to wish  
you every success in your program.

Sincerely,

Allen W. Dulles  
Director

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MEMORIAL UNION · IOWA STATE COLLEGE · AMES IOWA

NATION'S LARGEST STUDENT · MANAGED FESTIVAL

January 22, 1960

Mr. Allen Dulles  
2430 E Street  
Washington 25, D. C.

Dear Mr. Dulles:

As chairman of Veisheathon 1960. I am representing Veishea, Inc., a student-directed festival at Iowa State University.

The purpose of Veishea is to show the general public what Iowa State University is doing and what it has to offer. This year Veishea will be held on May 5, 6, and 7, 1960. It is a display time for Iowa State University and there will be entertainment of a high quality. It includes open houses of all the departments, two dances with big name bands, and a mile long parade consisting of bands and floats.

Veisheathon is the official opening of Veishea and its purpose is to welcome the general public, promote Iowa State University, and provide entertainment of a high caliber which will appeal to people of all ages. The program will include an official opening by the university president, a short musical skit, and the crowning of the Veishea Queen of Queens.

The highlight of Veisheathon is a half hour talk by a well known public figure. He will speak on a subject designed especially with the students, faculty, and local townspeople in mind.

Last year Mr. Clark Mollenhoff spoke, and the year before the speaker was Mr. Ronald Reagan. We would feel very honored if you would consent to be our speaker this year. You will be the guest of Veishea, Inc., and we would be very pleased if you would also agree to stay until Saturday morning, May 7, and act as parade marshall.

We would appreciate a reply at your earliest convenience.

Yours truly,

VEISHEA, Inc.

Don Soultz  
1960 Veisheathon Chairman

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